



The Circle

NATIVE AMERICAN NEWS AND ARTS

The Circle newspaper is the ONLY WAY TO REACH ALL of Minnesota's vibrant NATIVE AMERICAN COMMUNITIES. We are the newspaper of record for Minnesota's 11 reservations and its urban American Indian communities.

newspaper in Minnesota and the most TRUSTED Native newspaper in Minnesota, with a circulation of 10,000 and a readership of over 45,000.

Whether you're advertizing your products and services, or recruiting for a job opening, **The Circle** delivers your message to over 45,000 loyal readers from Minnesota's American Indian communities.

We offer a wide range of ad prices and sizes to fit any budget. Receive special rates for multiple insertions in our print edition — you can save up to 15% by advertising in seven or more issues and prepaying with signed contract. We also provide online advertising opportunities on our website at www.thecirclenews.org – with a 20% discount when running a concurrent ad in our print edition.

The Circle has been serving Minnesota's Native American community for over 37 years. We are well-known and respected throughout Indian Country for our journalistic standards and coverage of issues that effect American Indians today. We are the only independent Native American

Look over our readership information and pricing structure and call us for discounts and ad placements. We look forward to helping you with your advertising needs.

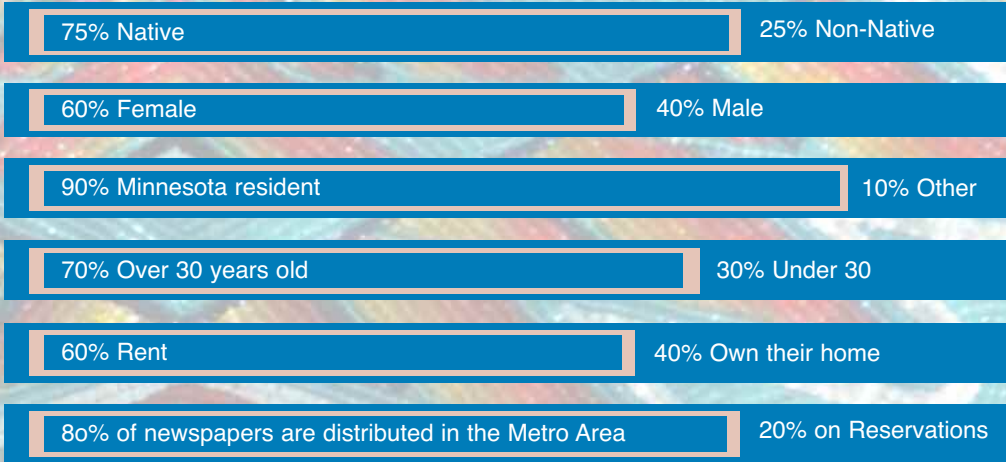
Reader Habits

- 90% say they have been reading *The Circle* regularly for over 5 years.
- 55% say they read between 10-12 issues out of 12 per year.
- 80% say 2 or more people read their copy of *The Circle*.
- 40% save *The Circle* for later reference.
- 55% of those responding say they have patronized an advertiser in the paper.

About The Circle

- *The Circle* is a 501(c)3 nonprofit organization
- *The Circle* is governed by a Board of Directors made up of people from the American Indian community
- *The Circle* is dedicated to presenting news from a Native American perspective, while granting an equal opportunity to community voices
- *The Circle* is published by The Circle Corporation
POB 7506, 3045 Bloomington Ave
Minneapolis, MN 55407-9998
- *The Circle* is a member of Minnesota American Indian Chamber of Commerce and the Minnesota Newspaper Association

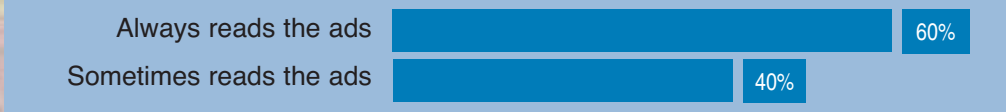
Reader Demographics



Statistics based on the 2011 Circle Readership Survey.



Ad Readership





Color Ads

Full color per ad \$150.00

Frequency Rates*

- 5% Discount for 3-6 insertions with signed contract.
- 10% Discount for 7-12 insertions with signed contract.
- Additional 5% Discount for paid in advance ad contracts.

*Discounts apply only to customers with signed contract via The Circle staff. Outside ad reps not eligible for discounts.

Editorial Calendar

- April:** Powwow Issue
- May:** American Indian Month
- June:** Environment
- July:** Culture
- August:** Education
- October:** Politics

The Circle is distributed on the first week of every month. Circulation 10,000.

Printing Requirements:

- Images and pdfs must be 150 DPI or higher
- All fonts must be imbedded in the PDF
- All images must be imbedded in the PDF

Ad Design: The Circle can design your ads for you. We are a professional design service. For advertising clients we charge:

- Half Page or larger \$100
- 3/8s page or smaller \$50
- Online ad banners and cubes \$50

Graphic design services are \$75 per hour. Call us for a free estimate on your next design project. We design brochures, posters, annual reports, books, and more.

DEADLINES: Reserve ad space by the 20th of the month prior to the issue you want ad published in. Ad materials due by the 25th.

**Rates Effective
January 1, 2018**

THE CIRCLE

POB 7506, 3045 BLOOMINGTON AVE
MINNEAPOLIS, MN 55407-9998
612-722-3686 • WWW.THECIRCLENEWS.ORG

DISPLAY AD RATES

Ad Sizes	Width X Height	Net Rate
Full Page	10-1/8" x 12-1/2"	\$1,200
3/4 Page	10-1/8" x 9-1/4"	\$900
1/2H Page	10-1/8" x 6-1/8"	\$650
1/2V Page	5" x 12-1/2"	\$650
3/8 Page	5" x 9-1/4"	\$450
1/3 Page	6-11/16" x 6-1/8"	\$400
1/4 Page	5" x 6-1/8"	\$350
1/4N Page	3-5/16" x 9-1/4"	\$350
1/6 Page	3-5/16" x 6-1/8"	\$275
1/8 Page	5" x 3"	\$200
Business Card	3-1/4" x 2"	\$75

Above prices do not include color. For color add an additional \$150 per ad. No odd-sized ads allowed. If ad doesn't fit our ad size, we will down-size the ad to fit the closest size.

Classified Ads: \$30 per column inch. \$60 minimum.

ONLINE AD RATES

Banner Size	Width X Height	Net Rate
Full Width (below navigation bar)	1800 pixels W x 150 pixels H	\$300
Top Right Side (right of The Circle logo)	468 pixels W x 60 pixels H	\$225
Tower Side (runs down the side)	160 pixels W x 550 pixels H	\$150
Cube Banner (lower right side)	160 pixels W x 120 pixels H	\$75

All banners run for 30 days, unlimited impressions on all ads. If needed we will design your banner for you. (All banners should be RGB and 72 DPI.)

Take 20% off your online ad when you run an ad in the print edition the same month (applies only on print ads 1/4 page or larger).

Online Employment Ads

**\$100 for 30 days for 1 job position with 1 logo, unlimited text.
Online ads can go live any time.**

AD SIZES

Full
Page

3/4
Page

3/8
Page

1/2
Page
Vertical

1/8
Page

1/4
Page
Horizontal

1/6
Page

1/2
Page
Horizontal

1/4
Page
Vertical

biz
card

1/3
Page

612-722-3686

thecirclenews@gmail.com
www.thecirclenews.org